

Annual Insert Volume: 360,000

Cost per '000: £45

Finance & Publishing

Background

Every month Money Observer provides investment strategies and tips to suit all kinds of people, from the risk-averse to risk-takers. Money Observer is a vital read for anyone who is serious about saving and investing.

Money Observer readers are uniquely cash-rich, time-rich and financially savvy. The average value of the readers investments is over £250k and their average household income is nearly twice the UK national average.

In addition, they hold a wide range of financial products from ISAs to unit trusts and the majority of them buy or sell investments every other month.

Current subscribers pay £36 for an annual subscription. This programme is a great opportunity for mailers looking to target high net worth individuals concerned with financial issues.

Insert Schedule & Availability

Approx 30,000 available per month of which 22,000 are subscribers

Call for availability and approval

Profile

- Predominantly male
- The average value of readers investments is £250k+
- 86% have ISA's
- 75% have shares
- 64% have unit trusts
- 33% have a personal pension SIPP
- Average household income nearly twice the UK national average

Source

- Off-the-page advertising
- Direct mail
- Inserts

...Please turn over for further information

ASK US FOR A FREE PRINT QUOTE ON YOUR INSERTS

Data correct as of June 2009

Example

The only magazine for full statistics on all **SHARES, FUNDS** and **TRUSTS**

MONEY OBSERVER

27 YEARS OF HELPING YOU PROSPER · FEBRUARY 2007 · ISSUE 319 · £4.25

WILL HUTTON ON CHINA
Exclusive views on how China will influence your investing future

HOW TO MAKE YOUR SAVINGS TAX-PROOF

From Isas and pensions to insurance bonds, venture capital trusts, forestry and more

GET ON THE BUTTON
Jamie Reid's Formula One and other sports betting tips

FTSE 100 SHARE TIPS
Brightest prospects for big gains and high yields in 2007

BUY-TO-LET MORTGAGES
Cheap funding options you don't know about

...£50,000 PORTFOLIO CHOICES... EMERGING MARKETS BOOMING... DEALING WITH DEATH... TOP SAVINGS

Insert Rates (per '000)

Inserts	£45
Commission to DMA Members	up to 10%

*Rates based on weight less than 10 grams. Inserts over 10 grams subject to additional charge.

Useful Info

- Check out the website at:
- www.moneyobserver.com

Restrictions

Sample insert submitted for approval
 Minimum order 30,000
 Maximum size: Please enquire
 Maximum weight: Please enquire
 First time order must be prepaid
 Brokerage commission rates are offered on a reciprocal basis where applicable
 Full terms and conditions available on request
 Insert agreement must be signed by mailer